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Business Analysis

To supplement the textbook, we conduct a business analysis. In our research of a company, we start with their annual report and see (at the beginning of the semester) what the numbers might mean by writing a summary and having a class discussion.

As we progress through our textbook, we create “sample business transactions” for the company chosen to see how it might apply. We then return to the annual report to see if there are any “clues” as to what other business transactions might be occurring.

After conducting company history/mission statement research, we look/guess at what accounting has to do with the business and what type of careers might be within the company.

After guessing, we use their website to look at job titles/descriptions. Some companies have a lot of information about their finance/accounting department. Students are amazed at how internal users analyze and make decisions based on accounting numbers.